

## CLAIMS

What we claim:

1. A method of providing presentations to a user node over the Internet, comprising:
  - providing a presentation instructions data file, the presentation instructions data file including content and instructions on presenting the content;
  - providing a presentation engine with functionality common to a plurality of different presentations, the functionality including at least functions of receiving the presentation instructions data file, running the instructions associated with the presentation instructions data file, and playing the presentation;
  - receiving a request from a user node for the presentation;
  - selecting the presentation from the plurality of different presentations;
  - determining if the user node has the presentation engine;
  - if the user node does not have the presentation engine, then:
    - delivering the presentation engine to the user node;
    - delivering the presentation instructions data file to the user node for the presentation;
  - if the user node has the presentation engine, then:
    - delivering the presentation instructions data file to the user node for the presentation;

19            wherein the presentation engine is delivered to the user node only if the user node  
20 does not have the presentation engine, whereby a total amount of data sent to the user can be  
21 reduced.

1            2.        The method as set forth in claim 1, wherein the presentation engine comprises  
2 a Java applet.

1            3.        The method as set forth in claim 1, wherein the presentation instructions data  
2 file comprises text.

1            4.        The method as set forth in claim 1, wherein the presentation instructions data  
2 file comprises script.

1            5.        The method as set forth in claim 1, wherein the presentation instructions data  
2 file comprises audio.

1            6.        The method as set forth in claim 1, wherein the presentation instructions data  
2 file comprises video.

1            7.        The method as set forth in claim 1, wherein the presentation instructions data  
2 file comprises images.



1           8.     The method as set forth in claim 1, wherein delivering the presentation  
2 instructions data file comprises encrypting the presentation instructions data file.

1           9.     The method as set forth in claim 1, wherein delivering the presentation  
2 instructions data file comprises delivering a single file.

1           10.    The method as set forth in claim 1, wherein delivering the presentation  
2 instructions data file comprises delivering a plurality of files.

1           11.    The method as set forth in claim 1, further comprising sending an initialization  
2 command for causing the user node to open a second channel to receive the presentation.

1           12.    The method as set forth in claim 1, further comprising sending a delivery  
2 command for causing the user node to issue the request for the presentation.

1           13.    The method as set forth in claim 1, further comprising determining information  
2 about the user node and selecting the presentation based on the user information.

1           14.    The method as set forth in claim 1, wherein the presentation engine includes  
2 functionality for playing audio.

1           15.    The method as set forth in claim 1, wherein the presentation engine includes

2 functionality for playing video.

1 16. The method as set forth in claim 1, wherein the presentation engine includes  
2 functionality for verifying that the user node received the presentation.

1 17. The method as set forth in claim 1, wherein selecting the presentation  
2 comprises selecting the presentation based on the user node.

1 18. The method as set forth in claim 1, wherein selecting the presentation  
2 comprises selecting the presentation from a series of related presentations.